



GEN 2022 **E**

**EUROPEAN
ENTREPRENEURSHIP
FESTIVAL**

www.gen-e.eu

JA COMPETITION



GUIDING PRINCIPLES



Quality criteria (reflects “best in class”)



Fair and Inclusive for all competing (despite hybrid experience)



Representative of the JA learning experiences (increased variation)



Externally appealing

AWARDS

Four main awards categories*

- Secondary Level / JA Innovation of the Year (1st)
- Secondary Level / JA Business of the Year (1st, 2nd, 3rd)
- University Level / JA Innovation of the Year (1st, 2nd, 3rd)
- University Level / JA Business of the Year (1st)

SECONDARY LEVEL

TERTIARY LEVEL



JA INNOVATION OF THE YEAR

Solutions that are ready to go to market. Focus on product **innovation**



JA BUSSINESS OF THE YEAR

Solutions that are ready to scale. Focus on **business performance**



SIGNATURE AWARDS

Thematic focus



Note: Prohibited business activities include adult entertainment, alcohol, tobacco and weapons.

ELIGIBILITY CRITERIA

Team requirements

Any Member of JA Europe can send one team in each school level (secondary and tertiary). *

The number of official participants per team is limited to min. 3 and max. 5 students. A student may NOT attend as an official participant if he/she has participated as a member of a team in any of the past competitions at the same age level. If additional team members attend the event, they may NOT participate in any part of the competition.

Age requirements

Team members in the competition must be at least 15 years old and no more than 21 years old for the secondary level and between 18 and 30 years old for the tertiary level. Ages are counted at the date of the JA Competition.

Online Registration and virtual expo

All teams must be registered in order to participate. Tertiary level teams must register in Gen-e website by end of March in order to be eligible to be nominated by the national JA organization to compete at European level. Secondary level teams' registration is mandatory only for national winners (one week after the national competition). All competing teams need to be present at the virtual expo.

Stage of development

To compete in the JA Innovation track the companies must have a business plan in place and evidence of prototype while to be eligible for the JA Business track the companies must have started operations and have evidence of sales.

Language

The official language of the competition is English. Teams who are not fluent in English are allowed to make use of an interpreter and/or a dictionary. The Competition is not designed to be a test of English however, a certain minimum level of English is expected. It does not have to be perfect but shall allow for normal/basic communication

STAGES OF COMPETITION

Report / Pitch Deck provides an opportunity to demonstrate the skills in creating a printed document that gets the reader excited about the company and its business.

Jury Interview provides an opportunity to demonstrate the negotiation and sales conversation skills of the whole team, but it also allows the members to demonstrate the scope of skills and competences that have been developed through the program experience.

Stage Presentation provides an opportunity to demonstrate, by making a presentation in front of the public, how effective the team is in getting a potential business partner (e.g. an investor, a distributor, etc.) excited about the business.

Stands Exhibition provides an when offering the product/service to a potential customer. opportunity to demonstrate how effective the team is in utilizing the expo setting for presenting and marketing their business and their selling techniques

COMPETITION CRITERIA

JA INNOVATION

| | | | | |
|--------------------------------------|-----------------------------|-----------------|--------------------------|--|
| Innovation and Value Creation 30% | Market & Competition 30% | Finances 15% | Management & Team 15% | Ability to Demonstrate Achievements in Learning 10% |
|--------------------------------------|-----------------------------|-----------------|--------------------------|--|

JA BUSSINESS

| | | | | |
|--------------------------------------|-----------------------------|-----------------|--------------------------|--|
| Innovation and Value Creation 15% | Market & Competition 15% | Finances 30% | Management & Team 30% | Ability to Demonstrate Achievements in Learning 10% |
|--------------------------------------|-----------------------------|-----------------|--------------------------|--|

| CRITERIA | JA INNOVATION | JA BUSSINESS |
|---|--|--|
| Innovation and Value Creation | <p>1. How well is the <u>business problem</u> and opportunity clearly defined?</p> <p>2. How does the <u>solution</u> fulfil a customer need, has resonance and desirability?</p> <p>3. How <u>impactful</u> is the proposed solution on society & human lives (social, ethical and environmental issues)?</p> | |
| Market and Competition | <p>4. Did the team clearly identify the <u>target market</u> and the <u>market potential</u> of their product/service?</p> <p>5. Did the team show an understanding of their <u>competition</u> and their <u>product/service differentiation</u> in relation to them?</p> | |
| Finances | <p>6. How compelling is the <u>business model</u> (realistic and viable)? How reasonable are the financial projections?</p> | <p>6.1 How compelling is the <u>business model</u> (realistic and viable)? Were objectives reviewed and updated regularly?</p> <p>6.2. To what extend has the company a good <u>financial performance</u> and financial controls in place?</p> |
| Management & Team | <p>7. Does the <u>team</u> exhibit the experience and skills required for operation? Has the team managed to recruit advisors when needed?</p> | <p>7.1 Does the <u>team</u> exhibit the experience and skills required for operation? Has the team managed to recruit advisors when needed?</p> <p>7.2 To what extend has the company operated effectively and has an effective system to manage and record its <u>operations</u>?</p> |
| Ability to Demonstrate Achievements in Learning | <p>8. To what extent are team members able to reflect on competence development (creativity, self-efficacy, taking initiative, teamwork, resourcefulness, perseverance, taking responsibility)?</p> | |

TIMELINE



31 MARCH

Registration for university level

**One week
after national
finals**

Registration for secondary level

15 JUNE

Submission of report/pitch deck

4-8 JULY

Main Jury Interviews (online)

13 JULY

Stage
Presentation(Tallinn)

14 JULY

Stands Exhibition (Tallinn)

June - July: Virtual Expo
1 - 13 July: Public Choice Awards Voting

PRIZES



MAIN AWARDS

Access to incubators, internships, summer schools, etc.



SIGNATURE AWARDS

Mentoring, online courses, etc.



BADGES

To be issued to all participants as a recognition of the national award

ANNEX: Technical details

Report (secondary) or Pitch Deck (university)

- The Report/Pitch Deck must be submitted in English.
- Maximum 10 pages/slides. The 10 pages/slides exclude the front and back cover pages. No appendices are allowed.
- Front cover should include company name, year of operation, country and contact details.
- The Report/Pitch Deck must be submitted in PDF format. The size of the file is limited to 5 MB.
- The Report/Pitch Deck must be written by the team and should be original and innovative in approach, as opposed to being based on a template from previous years.
- Recommended content detailed in the next slide

Report (secondary level)

- **Executive Summary:** should not exceed one page and should provide the essential information about the performance of the mini-company.
- **Company Overview:** Business purpose, history, genesis of concept, current status, overall strategy and objectives. To what problem are they trying to solve?
- **Solution:** Description of products or services. Features and benefits of the products or services. Pricing strategy and current stage of development. Proprietary or not and perhaps an innovative approach.
- **Market and Marketing Strategy:** Description of the market, competitive analysis, needs identification and marketing strategy, market acceptance and market opportunities, unique capabilities.
- **Operations:** Plan for production/delivery of product or services, product cost, margins, operation complexity, resources required.
- **Sales/Promotion:** Promotion and marketing activities of the company, sales strategy, sales objectives, training and current sales.
- **Management & Team:** Organisational structure and communication structure/activities. The ability of the team (management understanding) to execute strategy according to the learning demonstrated by the team in accordance to experienced difficulties and positive reinforcements during the company performance. Use of business advisor and link-teacher.
- **Business Performance and Profitability:** Should not exceed one page. Presents the profitability of the mini-company – where the profits came from and why (gross and net margin, fixed versus variable costs). Explains the determinants of the profitability, how scalable the business is and how revenues, costs and profit would change with an expansion. You can choose where you want to place this section within the Company Report. Just bear in mind that the reader should be able to easily find that information in the report.
- **Financials:** Recommended length is one page; provides an analysis of financials as well as the information about (a) liquidation and proposed allocation of earnings, (b) required funds and utilisation of funds, (c) shareholder capital, (d) financial assumptions, and (e) comparison with the initial financial forecasts. Additional line items are allowed if needed to create a true picture of the finances of the company. The statements may be presented monthly, quarterly or as an annual summary (recommended) and should include footnotes.
- **Future Potential** - investment potential.

Pitch deck (university level)

- **Problem:** Detail the problem you are solving and who has the problem. You can talk about the current solutions in the market, but don't spend too much time (see point 10).
 - **Target market and opportunity:** Define market size & your customer base. Explain who your ideal customer is and how many of them there are. What is the total market size and how do you position your company in the market? If you can find the data, investors will want to know how much people or businesses currently spend in the market to get a sense of the total market size. This is where you tell the story about the scope and scale of the problem you are solving.
 - **Solution:** Describe your product or service, how customers use your product and how it addresses the problems that you outlined. You'll be tempted to move this slide closer to the beginning of your pitch deck, but try and resist the temptation. This is classic storytelling where you build up the problem and describe how bad it is for lots of people. Now your product or service is coming to the rescue to help solve that problem.
 - **Competition:** Describe how you fit into the competitive landscape and how you're different from the competitors and alternatives that are on the market today.
 - **Market Approach & Strategy:** Outline your marketing and sales plan. You'll want to detail the key tactics that you intend to use to grow your business. How are you planning on getting customers' attention and what will your sales process look like?
 - **Momentum/Traction:** Outline your key numbers. If you already have sales or early adopters using your product, talk about that here. You can also use this slide to talk about your milestones. What major goals have you achieved so far and what are the major next steps you plan on taking? A product or company roadmap that outlines key milestones is helpful here.
 - **Team & Key Stakeholders** (Investors, Advisors, Partners): Highlight the key team members, their successes, and the key expertise that they bring to the table. Why are you and your team the right people to build and grow this company? What experience do you have that others don't?
 - **Business Model:** Highlight your key revenue streams. How do you make money?
 - **Financials:** you shouldn't have in-depth spreadsheets that will be difficult to read and consume in a presentation format. Limit yourself to charts that show sales, total customers, total expenses, and profits (realised and projections).
 - **Investment and use of funds:** Make your 'Ask' (funding, mentoring, market access etc.); why you need the investment you are asking for and how you plan on using it.
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Jury Interviews

- Timing: max. 10 minutes' interview with the judges (or max. 15 minutes for teams using interpreters).
- The interview will be done on an on-line video conferencing platform - students and jury members do not need to gather in person. Each member of the team and the jury members will be given a login for the session – the interviews will be private – only students and judges. A JA Europe team member will facilitate each interview session
- Test checks with all the teams will be organised before the official interview
- Schedule to be announced one week in advance

Stage presentation

- Each team has a four (4) minutes' long time slot to make their stage presentation.
- All presentations must be made in English (greetings and similar expressions in another language are acceptable)
- All presentation related actions (such as videos) must be performed within the allocated time slot.
- Presentations will normally take place before a large audience in an auditorium. *In the case of unforeseeable circumstances that prevent a team competing to participate in the live similar conditions must be made available for the team to perform it online (e.g. access to quality internet connection, computer, etc). In this scenario all pitches must be done in the same room alternating between live and online ones.*
- There will be a rehearsal prior to the presentation, at a time decided by the host organisation.
- The host Member will provide, preferably in the joining instructions, a set of specifications regarding technical support and presentation software available at the venue.

Stand Exhibition (on site)

- Each team will have access to one stand. The stands must display: (1) Name of the company and the country; (2) Product and/or demonstration of Service. *In the case of unforeseeable circumstances that prevent a team competing for the JA Business of the year to participate in the physical exhibition, the team must make available their product to judges (using post). In addition, the jury will alternatively visit the team's stand in the virtual exhibition.*
- The period allocated for the exhibition should not exceed a reasonable level (3 hours are recommended). At least one member of the team must be always present.
- The judges visit to each stand will take max. 10 minutes or max. 15 minutes in case a team uses an interpreter. The actual time of verbal interaction can be further limited by the judges as they may also use the opportunity to observe teams in action when presenting to the public/visitors.
- One Adviser or Link Teacher is allowed to be at the stand during the interviews with the judges. Although the Judges may also ask him/her a question, he/she is expected to stay passive during the interaction with the team members.